



For Immediate Release – 4 July 2023

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TASTE OF THE CARIBBEAN FESTIVAL STARTS THIS WEEKEND!

JULY 6TH-9TH, 2023 @OLD-PORT OF MONTREAL (Clock-Tower Quay)

FREE ENTRANCE (VIP TERRACE \$36.99)

Montreal (July 4th, 2023) Taste of the Caribbean (TOTC) festivals' 'Rum Edition' starts this weekend; **FREE entrance every day from 12pm – 11pm** featuring some of **Montreal and Toronto's popular Caribbean acts**, such as: Elaine 'Lil Bit' Shepherd, Mikey Dangerous, Adan De Dios, DJ Selecta Jinx, Kya Kindu, Josemar, Singing P, El Melodiko, Nueva Vista, Natural Fyah, Leesa and Kali, DJ Mawga K, Keon 'KD' Dan, Saya Percussions, Djamboola Dance troop, Ukpong 'Pong' Etang on steel pan, DJ TLC, DJ Daven Ray, DJ Fabio Brizzi, Living Legends group of DJs, Shakky ft. Bobby, DJ Judgement, Energy Squad, DJ Blaster, a special appearance by Legato and more can be found at: <https://totc.ca/schedule-2023>

VIP Terrace tickets: <https://totc.ca/tickets>

The festival also features Caribbean restaurants and caterers, mixology demos by our rum ambassador, special tastings, 42 episodes free screening in the 'One Love' tent, music business seminars, kids activities from various countries and more!

2023 Announcements:

In a proud new collaboration with **Amarula** and returning collaborator **Pepito's** and their addition of **Carib** (popular Caribbean beer), is back this year with its ever-popular **Rum Edition** theme from **July 6th to the 9th** of 2023, at the **Old-Port of Montreal (Clock-Tower Quay)**.

In addition, the festival will help to launch a new Caribbean-themed product **Omerto Cocktail**; a special cocktail blend of ginger and tomatoes. **Del Monte** exotic juices, **Flor de Cana** rum, **Rosemont** rum, **Straight Vodka** and **ESKA** water will also be on-site to keep everyone well hydrated, as well as **SLEEK Recovery** to keep you alert in the morning.

The festival entrance will be **FREE from 12pm noon to 11pm** daily and will feature live cultural performances by various Caribbean genres of music on a new main stage setup, as well as several other on-site activities, such as: a rum zone, a 'One Love' educational workshops tent, a kids area, a special VIP Terrace Experience, several dance and percussion sessions, and more.

A special **VIP Terrace Experience** section inside the Rum Zone. While access to the festival site grounds remains free, the new VIP section includes certain perks (listed below and on our [website](https://totc.ca)), for only **\$36.99** accessible daily between **5pm-11pm**. Tickets may be purchased in advance at totc.ca/tickets or on-site (capacity is limited).



This elevated VIP terrace section includes 2 cocktails, **Mount Gay** rum-infused *tapas* by **Chef Jae Anthony of Tropikal** (a **Top Chef Canada** contestant), a private bar, view of the main stage, covered lounge area and the occasional mixology demonstration by our rum ambassador **Gabrielle Panaccio** of **3 Lacs Distillery**.

Here is the breakdown of activities:

- **Main Stage:** Festival goers can join in on interactive dance workshops and watch electrifying live performances. Some of the live performances are brought to you by [Stages Canada](#), which consists of various Caribbean artists from Montreal and Toronto.



- **Rum Zone:** Back by popular demand on an annual basis, the Rum Zone has become a great way to discover Caribbean rums! Visitors can pick from a variety of rum tastings sets, which includes but not limited to some of our sponsors: **Mount Gay Rum**, **3 Lacs Distillery** and recently added **Flor de Cana**.

- **Food Zone:** Visitors can travel the islands through their taste buds by sampling traditional and fusion dishes. Vendors will be serving up a variety of dishes, desserts and homemade juices from Haiti, Jamaica, Martinique, Guadeloupe, Trinidad and more!

- **'One Love' Tent:** A Caribbean educational and historical area; activities in this tent will feature music business workshops, financial workshops, history books' presentations, as well as full screenings of our 42 web-series episodes which were filmed and produced during the lockdowns' virtual editions.

- **Kids Zone:** A pirate bouncy castle with a full inflatable drum-kit game (and more), will keep the children entertained as you sip on our very own [Taste the Bean](#) Caribbean coffee.

ABOUT – Taste of the Caribbean (TOTC)

TOTC's mission is to promote the diversity of Canada's Caribbean culture to all audiences via its festivals' musical live performances, arts, food, and related activities; to form a better understanding and integration between cultures, as well as to influence Canadians of non-Caribbean descent to eventually travel to the Caribbean region, while at the same time, direct them to visit local Caribbean outlets in Canada.

A [Taste of the Caribbean](#) is an exotic experience for all your senses!

@ A GLANCE

What: A four-day Caribbean cultural festival featuring live music, dance, food, rum, arts, and more.

Where: Clock-Tower Quay, Old-Port of Montreal (STM: metro Place D'Armes)

When: July 6th-9th, 2023 (12PM-11PM daily)

Who: Full Festival Schedule <https://totc.ca/schedule> and VIP Terrace details

How: FREE Entrance to Festival site (VIP zone requires [tickets](#))

Web: totc.ca

Social Media

- FB: <https://www.facebook.com/ilovetotc>
- IG: <https://www.instagram.com/ilovetotc>

- TWITCH: <https://www.twitch.tv/ilovetotc>
- TWITTER: <https://twitter.com/ilovetotc>
- AUDIUS: <https://audius.co/ilovetotc>
- SoundCloud: <https://soundcloud.com/ilovetotc>
- YouTube: <https://www.youtube.com/@ilovetotc>

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EN COLLABORATION AVEC / IN COLLABORATION WITH

PEPITO

UN GOÛT DES CARAÏBES
A TASTE OF THE CARIBBEAN

AMARULA

#ILOVETOTC

FESTIVAL
Rum Edition Rhum

JUILLET
6-9 JULY
2023

@VIEUX-PORT DE MONTRÉAL - QUAI DEL'HORLOGE
12H - 23H / 12PM - 11PM

SPECTACLES / LIVE PERFORMANCES
ESPACE RHUM / RUM ZONE
ATELIERS DE DANSE / DANCE WORKSHOP
ATELIERS DE PERCUSSION / PERCUSSIONS WORKSHOP
ART ET BRICOLAGES / ARTS & CRAFTS
CUISINE CARIBÉENNE / CARIBBEAN CUISINE
ACTIVITÉS POUR ENFANTS / KIDS ACTIVITIES

ENTRÉE GRATUITE / FREE ENTRY

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AMARULA PEPITO Carib Del Monte eska Montréal FACTOR Canada